TEXAS RURAL HEALTH AND ECONOMIC DEVELOPMENT ADVISORY COUNCIL

MAY 25, 2016

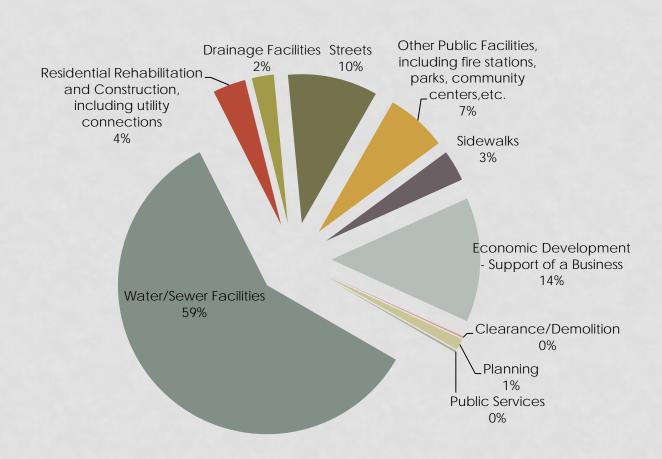
AGENDA

- Meeting Called to Order
- Welcome and Introductions
- Approval of Minutes
- Opening Remarks and Goals
- Discussion of Current Programs
- Discussion of Texas Rural Investment Fund
- Discussion of Rural Policy Plan
- Public Comment
- Other Announcements
- Adjournment

CURRENT PROGRAMS

Texas Community Development Block Grant Program (TxCDBG)

TXCDBG 2015



TXCDBG IN 2016 UPDATES FROM SEPTEMBER MEETING

- Launched new Texas Capital Fund program –
 Small and Micro Enterprise Revolving Fund (SMRF)
- Modified STEP Fund to an open application cycle
- Increased maximum grant amount for
 - Main Street and Downtown Revitalization Programs
 - Colonia Economically Distressed Areas Program and Colonia to Cities Initiative
 - Community Enhancement Fund
- Reallocated funding in Action Plan

TXCDBG IN 2016 UPDATES FROM SEPTEMBER MEETING

- Community
 Development Fund
 - State scoring updated
 - Regional scoring updated
 - Texas Administrative Code revisions pending

TxCDBG - CD 2017-2018

- State Scoring
 - Continue: Project activity type (basic human needs)
 - Revise: Past performance (timely env. review to replace quarterly reports)
 - Delete: national objective, past awards
 - o Consider: timely expenditure of funds

TXCDBG NEXT STEPS

- Prepare 2017 Action Plan
 - Public hearings by fall (with TDHCA)
 - Submitted to HUD in December
- Program is considering:
 - Colonia Fund allowing multiple applications
 - SMRF and CEF offering every other year
 - STEP Fund consider revamping

TXCDBG FUNDING SCHEDULE

	Applications due	Awards Anticipated
Community Enhancement Fund	August 18	January 2017
Small and Microenterprise Revolving Fund	August 19	January 2017
Main Street and Downtown Revitalization Programs	October 1 (to be released in July)	January 2017
Community Development Fund	February 1, 2017 (to be released in July)	August 2017 (first year of two year cycle)
Texas Capital Fund - Real Estate & Infrastructure	20th of each month	
STEP Program	Open cycle	
Disaster Relief Fund	**	

CURRENT PROGRAMS

Federal and State Grant Programs

CURRENT PROGRAMS

GO TEXAN Certified Retirement Communities

CERTIFIED RETIREMENT COMMUNITIES

REGIONS



Certified Retirement Communities are listed below corresponding with the approprirate number shown above. For more information, go to retireintexas.org.

- 1. Athens
- 2. Canton
- 3. Chandler
- 4. Commerce
- 5. Cuero
- 6. Euless
- 7. Gun Barrel City
- 8. Hale Center
- 9. Henderson
- 10. Kaufman
- 11. Killeen
- 12. Lampasas
- 13. Longview

- 14. Muleshoe
- 15. Nacogdoches
- 16. Navasota
- 17. Orange
- 18. Paducah
- 19. Pampa
- 20. Plainview
- 21. Polk County
- 22. Pottsboro
- 23. Rusk
- 24. Seguin
- 25. Shelby County
- 26. Van Alstyne

CERTIFIED RETIREMENT COMMUNITIES COMMUNITY GREENSPACES



CERTIFIED RETIREMENT COMMUNITIES RV LIFE

Real Vegetable Promotions





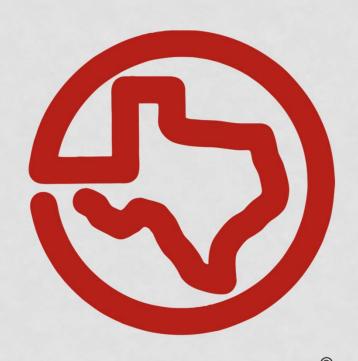
CURRENT PROGRAMS

Go Texan Program and Outreach Initiatives

- The Outreach and Community Relations Division has Regional Field Representatives who conduct activities for the Trade and Business Development Division for TDA.
- The Commissioner refers to them as TDA Ambassadors.
- These Field Representatives assist rural communities by being located throughout the state in 11 regions.



- This arrangement gives TDA the "boots on the ground" local connection necessary to respond to local stakeholder needs.
- The TDA Ambassadors assist rural communities in the following ways:
 - 1. GO TEXAN recruitment and support
 - 2. Assists to local Businesses.
 - 3. Assists to local Communities
 - 4. Support of Rural Events



GO TEXAN.



THE POWER OF

"I have been a member of the Texas Department of Agriculture's GO TEXAN program since my first year in business. It has been the single biggest booster of the business."



Terlingua's Whitson Chile Products



GO TEXAN promotes the products, culture and communities that call Texas home. Tell the world you are Texas-made. Join GO TEXAN.

Why GO TEXAN?

GO TEXAN tells consumers you're local. Research shows Texas consumers want to buy Texan and support their

97% perceive the quality of Texas goods to be superior to non-Texas products

81% agree that buying GO TEXAN products is a reflection of

81% make an effort to purchase local Texas products

72% say they would be Influenced to purchase GOTEXAN products promoted at in-store events

GO TEXAN gets you buyers.

Be part of GO TEXAN, the most comprehensive promotional campaign ever launched for products grown, produced, processed or manufactured in Texas. The Texas Department of Agriculture's high-profile GO TEXAN marketing program and promotional activities generate widespread awareness among consumers.

Branded with the signature GOTEXAN mark, the program helps consumers choose Texas products at first glance. From gourmet foods, cut flowers and fresh produce to Texas wines, natural fibers, livestock and unique rural or retirement communities, GO TEXAN builds on the loyalty and pride of Texans, and on the mystique and allure of the Lone Star State.

GO TEXAN saves you money.

Reap the many benefits of joining an effort as big and bold as Texas. GO TEXAN members are offered discounts on advertising in widely distributed publications such as Texas Monthly.

"A lot of times we as designers can design things, and some of us have even had a few business courses, but we don't know the marketing end. My advice is to take advantage of the GO TEXAN program." —Pat Dahnke, The Signature Collection



THE POWER OF **GO TEXAN**

GO TEXAN Membership Levels

TIER 1 \$100

- · Use of the widely recognized GO TEXAN brand to distinguish your business as Texas-made and meet the growing consumer demand to support local
- · Listing on GO TEXAN website used by consumers/retailers to find local products
- · Opportunities to be featured on GO TEXAN Facebook, Twitter, Google+ pages seen/shared by thousands of Texans
- · Exclusive opportunity to network with other GO TEXAN members through e-newsletter and LinkedIn
- · Discounted rates for advertising and trade shows

TIFR 2 \$500

- · Your business name listed in online directories and mobile app used by consumers/retailers to find local products
- · Eligibility to apply for up to \$50,000 in funding to promote your product/business
- Up to three hours of consultation with a TDA marketing professional
- 10 percent discount on GOTEXAN promotional items
- · Opportunity to personalize GO TEXAN promotional items to feature your business

TIER 3 \$1,000

- ·Tier 2 benefits+
- · Your business name listed in printed directories used by consumers/retailers to find local products
- · GO TEXAN desktop membership plaque engraved with your company name
- · Your company logo on GO TEXAN website
- 20 percent discount on GO TEXAN promotional items

CHAMPION SPONSOR \$5,000+

- Tier 3 benefits +
- · Prominent placement of your company logo on GO TEXAN homepage
- Expanded marketing services and consultation to customize GO TEXAN program benefits to meet your business needs

gotexan.org (877) 99-GOTEX

OUTREACH & COMMUNITY RELATIONS BUSINESS ASSISTS

- The Field Representatives promote local businesses, farmers markets, producers, retailers and restaurants through the widely recognized GO TEXAN program.
- This program provides brand recognition and promotion of Texas made products. If it is grown, sewn or on your plate in Texas, then TDA wants to help promote it!
- Through the first six months of this fiscal year, the Field Representatives assisted 613 local businesses.

OUTREACH & COMMUNITY RELATIONS COMMUNITY ASSISTS

 The Field Representatives assist local stakeholders, rural counties, cities and local economic development agencies by facilitating grants for a wide variety of projects, such as:

To assist Ag related businesses and Young Farmers through the Texas Agricultural Finance Authority,

For local infrastructure improvements and for business expansion to grow or retain jobs through CDBG Funds,

To assist local producers in providing fresh foods to local schools,

To advise the public on Citrus Greening and abate Feral Hogs.

 During the first six months of this fiscal year, the Ambassadors assisted 355 local communities and stakeholders.

OUTREACH & COMMUNITY RELATIONS LOCAL EVENTS

- The TDA Field Representatives are active in events throughout Texas in order to keep tourism and travel dollars local.
- With events from the State Fair of Texas, to rodeos, stock shows, and local festivals, you'll find a TDA Ambassador sharing information about local activities, TDA programs, GO TEXAN opportunities, Agri-tourism and why Texas Agriculture Matters!
- Over the last six months, the TDA Ambassadors participated in 167 local events.

TEXAS RURAL INVESTMENT FUND

Grants or loans to public or private entities for projects in Rural Communities that have strong local support, provide positive return on the state's investment, and stimulate one or more of the following:

- (1) local entrepreneurship;
- (2) job creation or retention;
- (3) new capital investment;
- (4) strategic economic development planning;
- (5) individual economic and community development leadership training;
- (6) housing development; or
- (7) innovative workforce education

RURAL POLICY PLAN

PUBLIC COMMENT

CURRENT PROGRAMS

State Office of Rural Health (SORH)

RURAL POLICY PLAN

PUBLIC COMMENT